



Missouri Travel Barometer
April 2017 Report
(Data available as of 05/04/17)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

April Report Highlights

Lodging Statistics: 2017 Calendar Year to Date through March

According to Smith Travel Research, Missouri's statewide lodging average daily room rate and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in Occupancy, ADR and RevPAR while other states are showing stronger growth in Demand.

Missouri Lodging:

Demand up 1.5% -- Occupancy up 1.1% -- ADR up 4.7% -- RevPAR up 5.8%

SIC Tourism business sales and tax collections: 2017 Calendar Year to Date through February

- For FY17, a 1.1% (\$92.1 million) sales revenue increase is indicated by preliminary reports on 17 SICs for July-Feb
- For CYTD17, a 0.8% (-\$14.5 million) sales revenue decrease is indicated by preliminary reports on 17 SICs for Jan-Feb
- February 2017 saw a 0.6% (\$5.6 million) sales revenue increase compared to February 2016

Website Visits: 2017 Calendar Year to Date through April

- Total web visits (main site and mobile visits) were down 15.8% for CYTD 2017 (Jan-Apr) compared to CYTD 2016
- Total web visits (main site and mobile visits) were down 28.2% for April 2017 compared to April 2016

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2017 Calendar Year to Date through April

- Leads from website orders and phone calls were up 4.9% for Jan-Apr 2017 over Jan-Apr 2016
- When adding leads such as readers' service cards and all other sources combined, response counts were down 42.0% for Jan-Apr 2017 compared to Jan-Apr 2016. This is most likely directly related to advertising cuts due to budget withhold.

Welcome Center visits: 2017 Calendar Year to date through April

- For CYTD 2017 the centers are down 2.0% for January - April 2017 compared to the same period in 2016
- For the month of April alone, visits are up 1.2% for 2017 over 2016

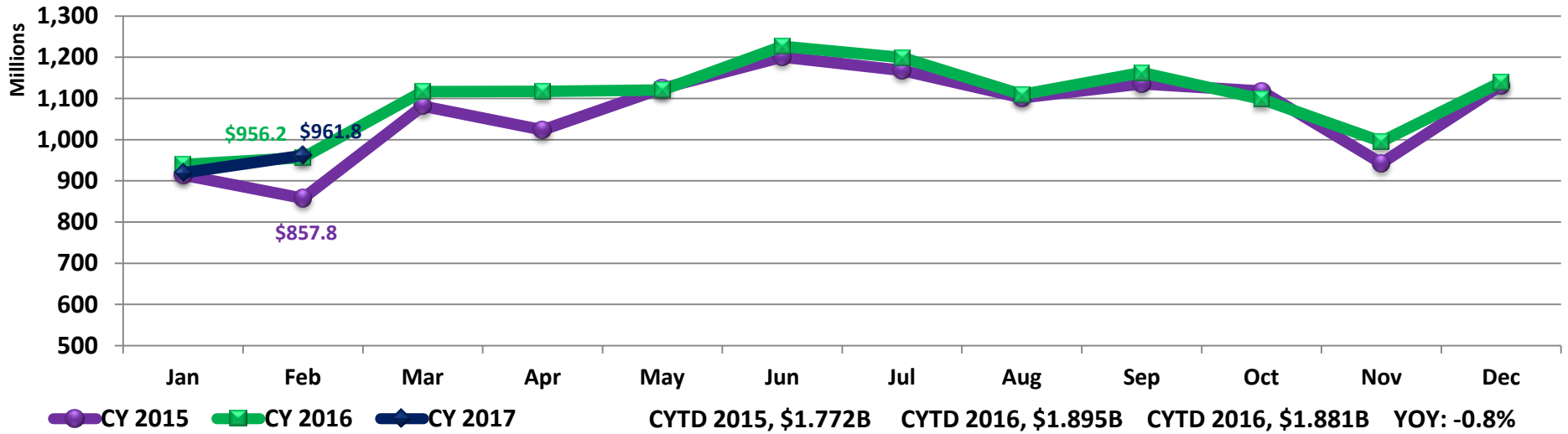
Commercial airport deplanements: 2017 Calendar Year to Date

- Columbia up 23.0% for January – March 2017 compared to the same period in 2016
- Springfield up 8.9% for January – March 2017 compared to the same period in 2016
- Kansas City up 6.3% for January – March 2017 compared to the same period in 2016
- St. Louis up 6.0% for January – March 2017 compared to the same period in 2016

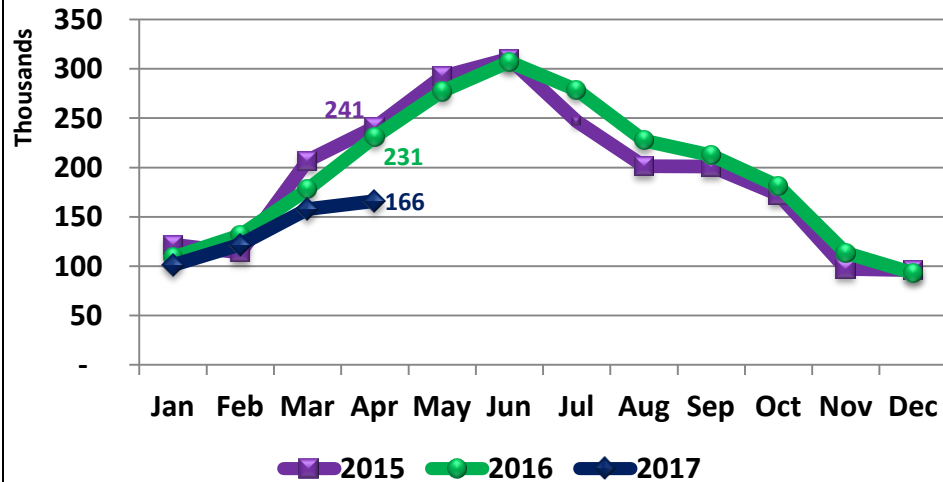
Brand USA Partners on VisitTheUSA.com: Website Activity 2017 Calendar Year to Date through April

- Missouri's homepage on VisitTheUSA.com had 2,058 visits from Jan-Apr 2017 (829 during April)
- Top five countries viewing Missouri's page during Jan-Apr 2017 were Japan, Brazil, France, U.K., and Germany
- Top five countries viewing Missouri's page during April were Japan, France, Brazil, India, and Canada
- Visitors from Japan spent the most time on our page, averaging 4 minutes and 25 seconds compared to an overall average of 2 minutes and 27 seconds

Sales Revenue from 17 Tourism SICs



Visits to VisitMO (Full & Mobile Sites) by Month



YTD Visits to VisitMO by Site

